

### **REMARKS/ARGUMENTS**

The claims have been amended as set forth above. Claims 2, 10, 14, 30, and 35-36 are cancelled. No new matter has been added. Applicants believe that the claims are in condition for allowance.

#### **I. Rejection of the claims under 35 U.S.C. 103(a)**

Claims 1-16, 19-24, 26-32, 34-39, 42-47, 49 and 50 are rejected under 35 U.S.C. 103(a) as being unpatentable over U.S. Patent No. 7,127,473 issued to Agassi et al. (hereinafter "Agassi") in view of U.S. Publication No. 2007/0011148 published to Berkey et al. (hereinafter "Berkey"). Claims 17, 18, 25, 33, 30, 41, and 48 are rejected as being unpatentable under 35 U.S.C. 103(a) in view of Agassi, Berkey, and U.S. Patent Publication No. 2003/0007464 published to Balani (hereinafter "Balani"). Applicants respectfully disagree with the rejections.

Independent claim 1 includes the following combination of features that is not taught or suggested by the cited references:

accessing a *client-side application* to generate *a client manipulative electronic document*;

parsing the text of the electronic document, by *a persona menu application*, for a person name, *wherein the persona menu application is separate from the client-side application*;

querying, by the persona menu application, at least one data source containing person-centric data to identify person-centric data associated with the person name;

obtaining, at the persona menu application, person-centric data associated with the person name from the at least one data source, *wherein the data source is associated with a communication application for communicating with a user identified by the person name*;

populating, in the client-side application, a data structure for the person name with the person-centric data obtained from the at least one data source; and

providing a graphical user interface for displaying the person-centric data adjacent to the person name in the electronic document associated with the client-side application, *wherein the graphical user interface includes action items for facilitating communication with the user identified by the person name*

**according to the communication application associated with the at least one data source.**

The cited references do not teach or otherwise suggest the above combination of features. Agassi teach iView portals and displaying supplemental content based on content that is currently displayed on a computer. Agassi teaches that an article is scanned to determine relevant metadata. For example, the article may include discussion objects (e.g. topical data associated with the iView document). The discussion topics are identified for example by XML or HTML indicators and/or by a metadata enhancer. The goal of the discussion topic is to identify topics that are of interest to the person viewing the data. The iView program then uses the data associated with discussion topics to scan, for example, the internet to obtain further information on the topic. The further information is then added to a supplementary iView pane. Agassi does not teach "obtaining, at the persona menu application, person-centric data associated with the person name from the at least one data source, wherein the data source is associated with a communication application for communicating with a user identified by the person name." Agassi teaches the gathering of information from external data sources. Also, Agassi does not teach "providing a graphical user interface for displaying the person-centric data adjacent to the person name in the electronic document associated with the client-side application, wherein the graphical user interface includes action items for facilitating communication with the user identified by the person name according to the communication application associated with the at least one data source." Again, Agassi does not teach providing communication between a user and a name person in such a manner. In column 10, Agassi is teaching that by reading an article the user may be reminded to contact a user. The comment in Agassi pertains to the user's memory, not providing a menu to facilitate communication to a user associated with a person name that is used to query a database that is associated with a communication application for communicating with a user identified by the person name. Moreover, the other cited references fail to remedy the lack of teaching in Agassi. Accordingly applicants respectfully request reconsideration.

Independent claim 26 includes the following combination of features that is not taught or suggested by the cited references:

accessing a *client-side application* to generate a *client manipulative electronic document*;

parsing the text of the electronic document, *by a persona menu application*, for an electronic mail address associated with a person name, *wherein the persona menu application is separate from the client-side application*;

querying, by the persona menu application, at least one data source containing person-centric data to identify person-centric data associated with the electronic mail address;

obtaining, at the persona menu application, person-centric data associated with the person name—from the at least one data source, *wherein the data source is associated with a communication application for communicating with a user identified by the person name*;

populating, in the client-side application, a data structure for the person name with the person-centric data obtained from the at least one data source;

labeling the person name in the electronic document to indicate available functionality;

upon user selection of the labeled person name, providing a graphical user interface for displaying the person-centric data adjacent to the person name in the electronic document associated with the client-side application, *wherein the graphical user interface includes action items for facilitating communication with the user identified by the person name according to the communication application associated with the at least one data source*.

The cited references do not teach or otherwise suggest the above combination of features. Agassi does not teach "obtaining, at the persona menu application, person-centric data associated with the person name from the at least one data source, wherein the data source is associated with a communication application for communicating with a user identified by the person name." Agassi teaches the gathering of information from external data sources. Also, Agassi does not teach "upon user selection of the labeled person name, providing a graphical user interface for displaying the person-centric data adjacent to the person name in the electronic document associated with the client-side application, wherein the graphical user interface includes action items for facilitating communication with the user identified by the person name according to the communication application associated with the at least one data source." Again, Agassi does not

teach providing communication between a user and a name person in such a manner. In column 10, Agassi is teaching that by reading an article the user may be reminded to contact a user. The comment in Agassi pertains to the user's memory, not providing a menu to facilitate communication to a user associated with a person name that is used to query a database that is associated with a communication application for communicating with a user identified by the person name. Moreover, the other cited references fail to remedy the lack of teaching in Agassi. Accordingly applicants respectfully request reconsideration.

Independent claim 34 includes the following combination of features that is not taught or suggested by the cited references:

a computer operative to operate at least one application program module and to display at least one electronic document and graphical user interfaces;

a client-side application program operative to receive, in a client manipulative electronic document, at least one member of a group comprising; text and data;

a persona menu application program separate from the client-side application operative

to parse the electronic document for an email address associated with a person name;

to recognize the person name from text or data in which the person name is included, when no electronic mail address is available for the person name in the electronic document;

to query a contacts database for an unique identification associated with the person name when the at least one data source does not contain person-centric data matching an electronic mail address;

to obtain a unique identification at the contacts database;

to pass the unique identification to at least one data source containing person-centric data, wherein the at least one data source is associated with a communication application for communication with a user identified by the person name;

to parse the at least one data source for obtaining person-centric data associated with the person name;

to populate, in the client-side application, a data structure for the person name with the person-centric data obtained from the at least one data source;

to labeling the person name in the electronic document to indicate available functionality; and

to provide a graphical user interface for displaying the person-centric data adjacent to the person name in the electronic document, upon user selection of the labeled person name, wherein the graphical user interface includes action items for facilitating communication with the user identified by the person name according to the communication application associated with the at least one data source.

The cited references do not teach or otherwise suggest the above combination of features. Agassi does not teach "wherein the at least one data source is associated with a communication application for communication with a user identified by the person name." Agassi teaches the gathering of information from external data sources. Also, Agassi does not teach "wherein the graphical user interface includes action items for facilitating communication with the user identified by the person name according to the communication application associated with the at least one data source." Again, Agassi does not teach providing communication between a user and a name person in such a manner. In column 10, Agassi is teaching that by reading an article the user may be reminded to contact a user. The comment in Agassi pertains to the user's memory, not providing a menu to facilitate communication to a user associated with a person name that is used to query a database that is associated with a communication application for communicating with a user identified by the person name. Claim 34 has also been amended to recite that the persona menu application is operative "to parse the electronic document for an email address associated with a person name", "to recognize the person name from text or data in which the person name is included, when no electronic mail address is available for the person name in the electronic document", "to query a contacts database for a unique identification associated with the person name when the at least one data source does not contain person-centric data matching an electronic mail address" and "to obtain a unique identification at the contacts database." Applicants can find no teaching or suggestion of such a combination of

features in Agassi. Moreover, the other cited references fail to remedy the lack of teaching in Agassi. Accordingly applicants respectfully request reconsideration.

With regard to the dependent claims, they include features that are not taught or suggested by the cited references. Moreover, those claims ultimately depend from the independent claims above. As such, they should be found allowable for at least those same reasons.

## **II. Request for Reconsideration**

In view of the foregoing amendments and remarks, all pending claims are believed to be allowable and the application is in condition for allowance. Therefore, a Notice of Allowance is respectfully requested. Should the Examiner have any further issues regarding this application, the Examiner is requested to contact the undersigned attorney for the applicant at the telephone number provided below.

Respectfully submitted,

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